

Victor Push Spots 100% Exchange Plan

Distrib Meetings to Map Fall Pitch; Special Drive Set for School Trade

NEW YORK, Aug. 4.—The RCA Victor fall merchandising program being presented to the label's distributors beginning Monday (6) highlights a 100 per cent exchange plan for inventory maintenance of a pre-elected list of all-time best sellers. Dealers will also be offered a free permanent display rack and a three-speed booth demonstrator as an incentive for early ordering on the RCA Victor list of releases for the rest of the year. Remainder of the sales push includes preview kits, five-week intensified campaigns on pop and kidisks, expansion of the rhythm and blues market and special drive on educational records.

The 100 per cent exchange will apply to a pre-selected list called the "Famous 101" pop and Red

Seal best-sellers selected from the "Music America Loves Best" catalog. The swap plan is predicated on the dealer's agreement to maintain an inventory on the merchandise. The display and demonstrator incentives are keyed to early orders on a list of Victor releases scheduled till the end of 1951.

Special RCA Victor targets will be schools using educational records. The company is spending \$75,000 to rerecord its educational catalog on 45 r.p.m. A more detailed promotional program for this specialized field is now being organized.

The coast-to-coast distrib meetings will be guided by eight RCA Victor execs who will conduct the conferences in five major cities. New York meeting will be under Victor's consumer products veepee, J. B. Elliott, and W. W. Bullock, disk sales planning manager. Covering Cleveland will be field sales manager Ed Dodelin, while H. L. Letts, assistant manager of the disk department topper, and Jim Lennon, juke box and syndicate sales manager, will conduct the Dallas session. Los Angeles meeting will be under Kanaga, general sales and merchandising manager, and George R. Market, a. and r. chief.

Mercury, BMI Set Deal for Wing Activity

NEW YORK, Aug. 4.—Mercury Records veepee Art Talmadge was here this week to complete a publishing deal for the diskery with Broadcast Music, Inc. (BMI). The diskery has at hand an inactive BMI pubbery, Wing Music, which will be put into action as the result of the new deal which was worked out by Talmadge with BMI.

Irwin Berke, Chicago contact man who left the Shapiro-Bernstein pubbery several weeks ago, will assume professional responsibilities for the new publishing set-up. The Mercury-BMI deal reportedly will work on an informal basis, with the diskery working on a record-to-record and song-to-song basis with the licensing organization.

Decca Pushes Burke Disks

HOLLYWOOD, Aug. 4.—Sonny Burke will have four new tunes on the market prior to debuting his dance *Rock* (18) at the Palladium October 2, and has been promised full promotion by Decca Records. Burke this week inked Joan Greer as fem chirper with the band, supplementing Don Burke and the Cheerleaders in the vocal department.

It is doubtful whether Burke will play any dates before going into the Hollywood terpery, as the spot is making it difficult thru its contract clause which prohibits any band playing the Palladium from working within a radius of 50 miles. Ballroom feels that any one-nighters would take the shine off the band, which it desires to present as a new outfit. Burke broke in his tootlers May 12 in San Diego's Pacific Square Ballroom, outside the 50-mile limit.

Norman-Bull Blues Bash Wins \$7,500; Map Dixielander

HOLLYWOOD, Aug. 4.—Gene Norman and Frank Bull's Second Annual Blues Jubilee at the Shrine Auditorium Sunday (29) drew approximately 5,200 jazz enthusiasts and grossed \$7,500. Last year's concert took in \$5,500. Featured on the bill were Big Jay McNeely, Jimmy Witherspoon, Wynonie Harris, Helen Humes, Percy Mayfield, Joe Liggins ork, Mickey Champion, Jimmy Nelson, Pee Wee Crayton, Big Jim Wynn ork, Floyd Dixon and the Three Blazers and Little Willie Littlefield. Show ran four hours.

Norman-Bull combo are now working on their 4th annual Dixieland Jubilee, skedded for the Shrine September 28. Pair plan to revive Bob Crosby's big band with such name tootlers as Eddie Miller, Nappy LaMar, Matty Mallock and Ray Baduc. Fifty musicians are slated to perform. Other possibilities for the jubilee are Lu Waters ork, Bobby Hackett and George Brunis.

JULY SHEETS ON 1950 PAR

NEW YORK, Aug. 4.—Sheet music sales for this month are comparable to those of July, 1950, according to a leading jobber. June was about 5 per cent below June, 1950.

May of this year enjoyed sales figures about 10 per cent above May, 1950. The big upsurge in sales is expected in mid-August.

PLAYING CHESS!

Hwd. AFM Nix Brings Modern Counterclaim

HOLLYWOOD, Aug. 4.—American Federation of Musicians this week was notified by Modern Records that Jack Brenston did not belong to the union when he was signed to Aristocrat Records, forerunner of Chess. Charge resulted after AFM refused to okay Brenston's contract with Modern, claiming the singer is pacted to Aristocrat. Coast indie Jo Bihari allegedly put up the money enabling Brenston to join Local 462 (Atlanta) when Modern signed the warbler.

The rhythm and blues diskery also advised AFM Prexy James C. Petrillo that Chess was releasing John Lee Hooker diskings under the alias of John L. Booker. Modern exec Saul Bihari told *The Billboard* that the two parties are the same and that Modern acquired Hooker's contract when Sensation Records of Detroit went out of business. Sensation did some work with Hooker however, the sides on the Chess label are neither Sensation nor Modern masters.

CHICAGO, Aug. 4.—Leonard and Phil Chess, of the Chess diskery, local r. & b. firm, this week produced a two-year recording contract from the American Federation of Musicians, dated March 29, covering the exclusive dinking facilities of Jackie Brenston, whose Delta Cats' recording of *Rocket 88* has been an r. & b. topper for the past 10 weeks.

The pact disproves the announcement made a few weeks ago (*The Billboard*, July 21) by Modern Records, Hollywood, that they had Brenston. The Chess Brothers said the deal was worked out between themselves, Brenston and Sam Phillips, Memphis recording studio chief, who is also Brenston's personal manager. The Chess firm has 14 unreleased masters on the tenor sax star.

3 Quit Hawkins Unit To Form New Quartet

PHILADELPHIA, Aug. 4.—Three of the four men making up Buddy Hawkins and the Keynotes, instrumental-vocal unit linked with Skyscraper Records, left to form a foursome of their own. Curtis Harmon will head up the new unit which will take the billing of the Top Notes.

The Jolly Joyce agency here, which handled the original Hawkins group, has signed the new Harmon group to exclusive management.

Ballroom Ops Mull Beef on OPA Ceilings

WASHINGTON, Aug. 4.—The National Ballroom Operators' Association is considering the possibility of formally petitioning the Office of Price Administration to authorize a thaw of higher price ceilings on ballroom admissions or exempt ballrooms completely from price control. J. A. Osherman, D. C. counsel for NBOA, and Thomas B. Roberts, of Des Moines, legal counsel for the association, conferred with OPA officials this week.

The NBOA representatives pointed out that current admissions price ceilings have created hardships. They also suggested the possibility that ballrooms may deserve to enjoy the same controls exemption given various other show business segments, including theaters.

Lawrence Gets Disking Mates

NEW YORK, Aug. 4.—Elliot Lawrence, this week signed to a two-year wax pact with King Records, will be teamed for his first release with a country warbler on one side and a blues chanter on the other. Syd Nathan, King chief, also doubling as director of pop a. & r., said that an attempt will be made to get hefty vocal spotlighting on the Lawrence band diskings.

The label's folk artist skedded to wax with Lawrence is Cowboy Copas, with blues shouter, Melvin Moore, who is featured on the Lucky Millinder hit dinking *I'm Waiting Just for You*.

Kaye's One-Nighters Planned For Radio Sponsor's Dealers

NEW YORK, Aug. 4.—Sammy Kaye's itinerary beginning next fall will have a novel orientation for a dance ork: Beginning October for 26 weeks he will visit a different city each week in order to transcribe his Sylvania Electric-sponsored American Broadcasting Company Sunday *Serenade* show with each session attended by Sylvania dealers. The ork will do one-nighters en route to and from each city.

The idea is to give dealers a trades-eye view of the workings of the program. The e.t. sessions will be followed by a party for the dealers.

GAC Itinerary

General Artists Corporation has blueprinted a one-nighter itinerary which will swing Kaye thru the country with reference to the location of the Sylvania dealer cities

rather than the convenience of the route. If Kaye's TV show carries thru the season, he will have to be in New York every Saturday night to make the telecast over the Columbia Broadcasting System for Listerine. When he makes cities like Seattle and San Francisco for the transcription sessions, he will have to fly his crew back to New York. No theater dates or location jobs have been planned for the season, in order to leave him free to travel.

The itinerary, teeing off October 2, will be Chicago, Cleveland, Columbus, Pittsburgh, Buffalo, Boston, Seattle, San Francisco, Los Angeles, New Haven, New York, Philadelphia; Syracuse, N. Y.; Albany, Washington, Baltimore; Raleigh, N. C.; Rochester, N. Y.; Cincinnati, Indianapolis, Minneapolis, Milwaukee; Davenport, Ia.; St. Louis, Charleston and Atlanta.

TV-PHONO MERCHANDISING

Everybody's Right; Firms Promise "La TV En Rose"

NEW YORK, Aug. 4.—Executive thinking in the TV industry remains in a fairly muddled state despite some definite stands on major problems being taken by the various manufacturers. Problem facing the dealer is which manufacturer is going to be right. While several TV set makers are introducing new lines, others are staying with current models. Several key firms are involved in color TV production, more are staying clear of the RCA-CBS system battle. One group of manufacturers is guaranteeing prices in an attempt to "stabilize." Another group reduces list prices in an attempt to create traffic. And in almost every instance the execs involved are willing to offer "proof" that they are headed in the right direction.

Striking development on the manufacturing level this week is Emerson's "two-year color TV plan" which guarantees that any Emerson TV set bought now can be turned in for full price as payment on a color set—if color sets are available in the next two years. On the opposite side, Crosley demonstrated a color TV conversion unit. Hoffman and Arvin this week cut prices on their new lines, while John Meck followed the lead of several top set makers and guaranteed current prices.

Entire industry outlook is still considered to be bright on all levels, but each manufacturer has his own reason for looking at the future thru rose-colored glasses. On the dealer level, it's still clearances, cut prices, loss leaders and, in New York, one dealer stays open day and night.

Radio, TV Engineers' Fall Conlab Set . . .

Latest television developments, including color and ultra-high-frequency converters, will be discussed by leading electronic engi-

neers during a three-day gathering at the annual radio fall meeting, October 29-31. The annual meeting of Radio-Television Engineers is sponsored jointly by the Institute of Radio Engineers and the Radio Television Manufacturers' Association's engineering department. This year's session will be held at the King Edward Hotel, Toronto.

Reports 20% Drop in Pic Tube Sales . . .

Sales of TV picture tubes to manufacturers in the first half of this year fell 20 per cent below the corresponding period of 1950. Radio-Television Manufacturers' Association reported last week. Set manufacturers' tube purchases amounted to 2,552,757 units in the first six months of this year, compared with 3,171,660 in the same period last week. Of all tubes sold to manufacturers in the first half of this year, 86 per cent were rectangular and 92 per cent were 16 inches and larger.

"AISLE" RUSH

Decca Plans Speedy Job On Musical

NEW YORK, Aug. 4.—Decca Records will attempt to duplicate with its original cast recording of *Two On the Aisle* the same speedy recording-production-shipping procedure which proved so eminently successful with its previous *The King and I* and *Guys and Dolls* sets. The diskery has set the recording of the show for Sunday (5) and will attempt to complete the entire recording job in the one day. The package will be rushed into production and the firm will try to have merchandise available within 10 days after the session. The album covers and sleeves are now in production.

The musical revue stars Dolores Gray, who was signed to a Decca term pact this week (see other story this section), and Bert Lahr. It will be preserved in 12 sides on 10-inch 78's and 45's and will be issued on a single 12-inch LP.

Niles for Cap Pubs in East

NEW YORK, Aug. 4.—Duke Niles this week was hired to head up the Eastern wing of Capitol Records' pubberies. Ardmore Music and Beechwood Music. Niles takes over the post immediately. He last was with Fisher Music.

Mike Gould, who is topper of the pubbery operation, made the appointment prior to leaving for Chicago yesterday (3). Gould will head for his Hollywood headquarters early next week and will return to New York in October. He has been in New York for a month to supervise and arrange full pubbing activity for the firms following the expiration of the selling-agent pact they had with Mickey Goldson's Criterion firm. Dick Good, originally slated for the Gotham job, will return to Hollywood instead.

Tangled Operation Cues Bowl Trouble

HOLLYWOOD, Aug. 4.—Increasing complexity over the years of the Hollywood Bowl organization and operation was seen by Dr. Karl Wecker, former manager of the Bowl for seven years, as the chief reason for the association's current problems. Wecker told *The Billboard* that many of the Bowl's tribulations made it possible to foresee the recent shuttering. Wecker is currently vacationing in town and will not go actively in business until September 1.

Conductor Alfred Wallenstein is concluding negotiations with individual artists in order to fill out remainder of the season. Majority of the soloists are doubting their services, exception being some of the singers at tonight's Gershwin program, conducted by Johnny Green. Wallenstein is also offering his services free of charge.

White Off for Sweden, Eng.

NEW YORK, Aug. 4.—Folk singer Josh White left for Europe yesterday (3) for a return personal appearance tour in Sweden and the British Isles. White will transcribe a series of broadcasts for the British Broadcasting Corporation from August 10 to 15 and outline two other radio series to be recorded at the end of the tour, October 25 to November 14. With White on the tour will be his manager, Mary Chase Josephine Premice, also under Miss Chase's management, will also leave for another European personal appearance tour tomorrow.

After White's first transcribing session for BBC he will fly to Stockholm for a two-week date at the Tivoli Theater and a series of 24 concerts in Sweden. He will start a tour of the British Isles on October 1, covering 15 cities.

Tower Gets Shot in Arm

CHICAGO, Aug. 4.—Tower Records is taking a new lease on life according to Prexy Dick Bradley. The firm, which hasn't released a disk in 10 weeks, starts a regular two-week release schedule within the next 10 days, when the firm will release sides by three new artists. Buddy Devito, the ex-Harry James chirp, who has been doing a single, and Gil Johnson, Negro bass, are teamed on the first dinking. Chuck Wright, local singer-pianist, has been inked to do novelty sides. Frank York's ork, currently at the Porterhouse of the Sherman Hotel here, cut sides featuring band chirp Yole O'Bryn. Bradley intends to release masters by other Tower artists in September.

The distributing set-up for Tower is being revised, with Bradley still seeking representation in the South. Thus far, he has added Barnett, Baltimore; Roberts, St. Louis; Douglas Bruce, New York; Dave Rosen, Philadelphia; Jimmy Martin, Chicago; Jack Young, Pittsburgh, and Pan-American, Detroit.